



Round Rock Chalk Walk Arts Festival October 1 - 2, 2021

Location

Dell Diamond, 3400 East Palm Valley Boulevard
Round Rock, Texas 78665

Contact

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Event Summary

The Round Rock Chalk Walk Arts Festival is Round Rock area's largest and most prestigious festival, drawing over 60,000 people annually to this free event during the first weekend in October. Round Rock Chalk Walk Arts Festival features hundreds of artists, vendors, sponsors, local and regional musicians, theatrical performances, foods and drinks, and a children's area with performances. Round Rock Chalk Walk Arts Festival will be held at Dell Diamond in Round Rock, Texas, where artists and vendors exhibit, showcase and sell their work. Originally hosted by Round Rock Arts (www.roundrockarts.org) and now sponsored by the City of Round Rock Arts and Culture, Chalk Walk Arts Festival is a showcase for a large variety of fine art, fine crafts and other vendors and provides patrons with the opportunity to meet and talk with the artists who created the work. The focal point of the festival is Chalk Mural Artists creating street paintings, but also includes daily live entertainment with Friday and Saturday concerts, making for a perfect weekend at Dell Diamond!

Festival Hours

Friday, October 1, 2021: 2:00 pm – 9:00 pm

Saturday, October 2, 2021: 10:00 am – 7:00 pm

Festival Location

Dell Diamond is the home stadium of the Round Rock Express, the Triple-A Minor League Baseball affiliate of the Texas Rangers major league baseball team. Dell Diamond is built on eighty-five (85) acres of former farmland on the east side of Round Rock. Nolan Ryan and his son Reid Ryan, part owners of the Express, found Round Rock an attractive site with support from the City of Round Rock leadership. The City of Round Rock owns the ballpark and gave the Express a thirty-eight (38)-year lease. Local-based computer technology company Dell contracted for naming rights.

<https://www.milb.com/round-rock/ballpark/faqs>

Artist Vendors /Vendor Hours (open to the public)

Friday, October 1st: 2:00 pm - 9:00 pm

Evening activities include live music performances. All Vendors will remain present at their booths through the duration of the event until 9:00 pm.

Saturday, October 2nd: 10:00 am - 7:00 pm

Evening activities include live music and performances. Artist Vendors/Vendors will **not** tear down/strike until the conclusion of the event at 7:00 pm. No vehicles/trailers will be allowed to be moved toward Dell Diamond.

Load-in for all Artist Vendors/Vendors (Load in hours are strictly enforced.)

Friday, October 1: 9:00 am to 1:30 pm - *Open for business by 1:45 pm*

Last minute setup/emergencies occur on Saturday, October 2: 8:00 am to 9:30 am. *All Vendors will be open for business by 10:00 am.*

Artist Vendors/Vendors are required to stay for the duration of the festival, as well as setup and breakdown within the allotted times. Early pack-up is not permitted.

Layout and Location

All Artist Vendors/Vendors will be located under tents (excluding food trucks/trailers/booths) at the Northwest Parking area at Dell Diamond. A table and two chairs will be available for use. Booths are to be decorated and professionally displayed for visitors during the festival with product balance, uniqueness and appeal of booth and attractiveness of display.

Definitions:

Chalk Mural Artists are people that are wanting to draw “chalk” a picture on the pavement.

Your entry will be entered into the competition. You can register to be a “Chalk Mural Artist” at: www.chalkwalk.org

Artist Vendors/Vendors, spanning an assortment of sectors, will be selling product and/or marketing their organization, and they include: *(there may be more than one type of similar products/vendors)*

- **Artist Vendors** are for Artists selling art (ceramics, fiber, glass, jewelry, metal, sculpture, garden art, painting, drawing, 2D mixed media, photography...). www.chalkwalk.org Vendor booths are considered all types of crafts for the senses (handmade products, candles, soaps, fibers, embroidery, wearables, leather, clothes, scarves, hats, bags, belts, shoes, furniture...).
- **Non-Profit Organizations** must be able to show their IRS tax exempt status and their sales tax identification number.
- **Commercial Booths** are considered to be small to medium type businesses selling or promoting products.

Jury and Selection Process

There are 120 Artist Vendors/Vendors booths available at Round Rock Chalk Walk Arts Festival. These potential slots will be determined through a jury process. Round Rock Chalk Walk is looking for creative, interesting, and original types of products and booths.

Fees

A non-refundable jury fee of \$25 is required for each entry form/category submitted. The fee must be paid through the website www.chalkwalk.org. All Artist Vendors/Vendors booth fees are due upon submission of entry into Round Rock Chalk Walk Arts Festival. If needing to pay by check, please notify City of Round Rock Arts Director at chalkwalk@roundrocktexas.org.

Notification

An official email will arrive to your email address provided from Round Rock Chalk Walk Arts Festival Director upon completion of submitted entry. This email will tell all Artist Vendors/Vendors of their acceptance or denial into the festival.

No Electricity Fees

Electricity is provided for all booths and areas. Those needing electricity must provide certified extension cords and ensure that appropriate safety methods are utilized to prevent festival goers and those manning the booth from tripping on power cords. Only 110 amp is available. Generators are not permitted.

Cancellation Deadline

Accepted Artist Vendors/Vendors who decide not to participate may get a partial (50%) refund fee if the request is made by email on or before September 1, 2021. No refunds after September 1, 2021.

Amenities

Covered tented areas for all Artist Vendors/Vendors during the festival

Easy-In/Easy-Out for Artist Vendors/Vendors/Chalk Mural Artists at Dell Diamond

Food and Drink Booth area available throughout the day at Dell Diamond for purchase

Event Guide with map, Artists' names and booth locations

No Wi-Fi Available – please bring your own hot spots

ATMs located at Dell Diamond

1 Festival T-Shirt to all Chalk Mural Artists/Artist Vendors/Vendors

An On-Site Weather Monitoring and Communication System

24-Hour Security and Round Rock Police

Advertised to state and regional audiences

Free Admission and Free Parking to all participating Artists/Vendors

Rules and Regulations

The following policies and rules have been established by Round Rock Chalk Walk Arts Festival to ensure the quality and integrity of the show. Round Rock Chalk Walk Arts Festival, City of Round Rock and Dell Diamond considers its enforcement of these rules our exclusive right and responsibility.

Application Information and Process

- Exhibition in previous festivals does not guarantee acceptance.
- Artist Vendors may only exhibit and sell the type of works that has been submitted and juried.
- Please provide accurate contact information. If you are not the one setting up this booth, please give us the name, email address, and cell phone number of the person who is setting up so we can ensure that the Artists/Vendor receives important information.
- Double booths are very limited and will be available on a first-come, first-served basis. Additional fees will be applied.
- Specialty or corner booths are assigned by the City of Round Rock Arts and Culture Director.
- Booth sharing is allowed. Artist Vendors/Vendors may share booths but must be approved through the application process.
- Submitted application and signature on the Artist Vendors/Vendors Agreement (for those invited) confirms acceptance that noncompliance can result in expulsion from the current Round Rock Chalk Walk Arts Festival and ineligibility to exhibit for a period of at least two (2) years. If an Artist/Vendor is removed from the show for noncompliance of the rules, no booth fee refund or compensation will be made.
- It is the work of the Artist Vendors/Vendors that is juried; therefore, any change will require approval from the City of Round Rock Arts and Culture Director before the show. The jury committee or festival staff reserves the right to refuse exhibition of work that is not consistent with the submitted images. It is in your best interest to be as detailed and complete in your

application.

- City of Round Rock and Dell Diamond reserve the right to ask that inappropriate materials, signage, and activities be removed from your booth space. Failure to do so may result in removal of your booth without a refund of your entry fee.
- Round Rock Chalk Walk Arts Festival is a family friendly event. Ensure that all exhibits, signage, and visuals are appropriate for a family centered event.
- All Artists/Vendors are expected to leave a clean space after teardown. Please remove all trash located in your assigned area by throwing away trash in designated containers.
- City of Round Rock and Dell Diamond are not responsible for any loss or damage of items contained or associated with your business or paid booth space prior to, during, or after the event. You are responsible for any damage to exhibit grounds caused by actions of those manning your booth.

Prohibited substances and activities

- Chalk and chalk products (chalk is sold during the festival and can be used only in designated areas).
- Silly string or Confetti in any form, including cascarones eggs.
- Water balloons.
- Handing out literature beyond your booth space.
- Bringing your own Foods or Beverages of any type. Dell Diamond will be providing all foods and drinks during the festival. Artists/Vendors may bring your own water bottles.
- Unwrapped and homemade food is prohibited due to Department of Health requirements.
- Only service dogs may be part of a booth unless other animals have been preapproved as part of the booth's function, such as petting zoos. All service dogs must be on leashes or some other form of restraint. All waste material and other related refuse associated with these animals must be cleaned up and disposed of regularly for the health and safety of all festival goers.
- Smoking and tobacco use is prohibited in Artist/Vendor booths and festival grounds.
- Amplified or acoustical sound and music may not be broadcast from booths if the sound level interferes with the business conducted in neighboring booths or the music provided by the festival planners.
- Foods and Alcohol may not be brought into Dell Diamond or taken outside of festival grounds.
- All Dell Diamond rules, regulations and amenities will be enforced.

Fire Marshall

The Fire Marshall will walk the festival grounds at Dell Diamond and inspect all Artist Vendors/Vendor areas of the festival. The Fire Marshall will look for fire extinguishers and no smoking signs (if appropriate) and clear pathways. The Fire Marshall also looks for appropriate electrical cords (secured to the ground, correct gauge, etc.). Please always follow parking and fire lane rules (even when unloading/loading).

Chalk Mural Artists Work and Designs

Be aware of the Artists' mural works on the street around Dell Diamond. If your staff member or volunteer ruins Artists' works, you may be asked to leave the festival and pay for damages.

General Information

- Artists must comply with all safety requirements and vehicles must be parked only in designated areas. Noncompliance will result in your ineligibility to participate in future festivals.
- There may be more than one (1) Vendor of the same product or products.
- Participating Artist Vendors/Vendors will be responsible for collecting and paying current Texas sales tax on all sales made during the show and report them as being sold in Round Rock, Texas.
- Artists are responsible for proper insurance and protection of work and set-up. The City of Round Rock and Dell Diamond will not be responsible for damage to work or set-up for any reason (including Acts of God).

- If the City of Round Rock or Dell Diamond is required for reasons beyond its control to postpone, shorten or cancel the Round Rock Chalk Walk Arts Festival, no Artist/Vendor shall have any right or claim for any damages whether direct, indirect or consequential, or any other kind, arising or alleged to arise by reason of postponement or cancellation of the event.
- No refunds or preferred treatment can be made for inclement weather or any other causes not in the control of the City of Round Rock or Dell Diamond.

Vendor Booth Information and Check-in

- A picture ID is required at Artist Vendors/Vendors check-in by all Artists (including partners) accepted to exhibit. Artist Vendors/Vendors may NOT set-up or have their booth set-up until they have provided proof of their presence.
- All Artist Vendors/Vendors must be on-site during the entire Round Rock Chalk Walk Arts Festival. The Festival reserves the right to check ID each day of the show to ensure the Artist(s) is present.
- Artist Vendors are provided with approximately a 10' x 10' space under a tented area. These Vendor tents are placed on grass. All tented area will have available one (1) 6' foot table and two (2) folding chairs.
- Booth assignments are made at the discretion of the City of Round Rock Arts and Culture Director.
- Check-in begins on Friday, October 1st: 9:00 am to 1:30 pm. Open for business on Friday by 1:45 pm. Last minute setup/emergencies occur on Saturday, October 2nd: 8:00 am to 9:30 am. Open for business on Saturday by 10:00 am.
- Artist Vendors/Vendors must park and unload from the parking lot and carry in items to booth area. No vehicles may park and unload in fire lanes or festival area. Artist Vendors/Vendors then need to move your vehicle to designated park areas and set-up at your leisure. If additional Saturday morning setup is required, the setup must be finished by 9:30 am.
- All Artist Vendors/Vendors booths are located in the concourse areas at Dell Diamond. Artist Vendors/Vendors must stay within the perimeters of the assigned booth and avoid interference with other booth spaces.
- We are unable to move your space once the location has been assigned.
- Bring wheeled carts for load in/out. None are available otherwise.
- Do not move event boundaries (saw horses, fencing, tape, etc.) without Event Staff assistance. Artist Vendors/Vendors/Chalk Mural Artists may be asked to leave the festival if its boundaries are moved, and fees will not be refunded.
- All Artist Vendors/Vendors must provide its certified extension cords, equipment, hanging systems and staffing and meet all safety requirements.
- All Artist Vendors/Vendors are responsible for assuring safety and security in and around your booth in a manner that minimizes risk, injury, or hazards to you or the public.
- Booth space should be clean, neat, and presentable during and after the event.
- All stock, boxes, and personal items will be kept out of sight.

Awards

Artist Vendors/Vendors Awards will be announced and given to the Best of Show, Creativity of Booth Design and Community Award. Judges will walk the concourse on Friday/Early Saturday after the festival begins and awards will be announced on Saturday evening during the awards ceremony on the Main Stage.

Parking

All vehicles must be parked in the designated parking lot at Dell Diamond. All RV's, unhitched trailers or Artist/Vendor vehicles of all kind must be parked in designated areas. For more parking details go to:

<https://www.milb.com/round-rock/ballpark/directions-and-parking>

Tear Down/Strike

Tear Down/Strike is on Saturday, October 2nd starting at 7:00 pm.

Clean up includes removing all items, chalk, tape, paper, garbage, blocks, rocks, food, bottles etc. In other words, leave the space in the condition in which you received it. Please check out with Artist/Vendor coordinator before leaving. If you leave early or do not follow festival rules, you will not be welcome to apply for future shows.

Safety

There will be a first aid station at the festival. Location will be provided on the day of the event. All Vendors are encouraged to be safe and exhibit a positive and family friendly attitude. Any safety issues should be reported to someone wearing an EVENT staff shirt. Cooling stations are provided for Chalk Mural Artists. Please wear comfortable clothing and good shoes for your protection and convenience.

Requirements Specific to Non-Profits

Non-Profits must provide information about a specific type of activity for attendees within your booth space. It is expected that Non-Profits will provide the stated activity as your application was approved based on the activity.

Indemnification

All Mural Artists, Vendors, Non-profits, Commercial and participants must sign an indemnification clause. The City of Round Rock and Dell Diamond is not responsible for any injuries. The City of Round Rock and Dell Diamond EW not responsible for lost, damaged, or stolen property.

Rain or Shine Event

The Round Rock Chalk Walk Arts Festival at Dell Diamond is a rain or shine event. No refunds. All sales final.

Contact

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